

# Web Content Management

Service Description Version 2.00

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## Purpose

This Service Description is applicable to **Web Content Management** and development services offered by MN.IT and described in the Service Catalog. This document describes the services and features that are included with the **Web Content Management** services.

## Overview

Web Content Management provides services related to the management of web servers, website design, and mechanisms to manage web content. The sections below provide a high-level description of these Web Content Management services.

### Web Server Management

- **Static Web Hosting:** Static web hosting provides storage and delivery of manually updated websites. The service gives customers a secure, reliable web presence with a specific domain name. Activating this service covers the processes involved in establishing and maintaining a new static web site.
- **Dynamic Web Hosting:** Dynamic web hosting provides a website that delivers real-time, query-based web content. Websites are created using web content management (WCM) tools that are easier to build and maintain than static websites, ensure compliance with web standards, and standardize content formatting and navigational tools for users. WCM hosting offers a full portal tool suite, including content management, consistent look-and-feel templates and policies, decentralized content creation and posting, personalization, and a customized search platform.
- **Website Management Operations:** The delivery of both static and dynamic web hosting services depends on a robust, highly-available infrastructure. MN.IT staff maintains this infrastructure using best practices for equipment maintenance, redundancy, data integrity, security, alerts, and logging.

## Website Design and Development

- **User Interface Design:** MN.IT's professional web design staff helps organizations develop a consistent, intuitive, and professional browsing experience from a customer-centric perspective. Specific capabilities may include: logo development for fresh agency branding, customer-oriented site navigation and taxonomies, advanced search and metadata development, graphics design, and meeting facilitation for the requirements gathering process.
- **Accessibility:** MN.IT provides assistance with meeting the compliance requirements of both Section 508 and Web Content Accessibility Guidelines (WCAG) 2.0 at the AA level, as well as ADA sections on access to information on state government websites
- **Information Architecture:** Website design services may include information architecture definition related to the integration of visual design, taxonomy development, keywords, naming conventions, and find-ability.

## Web Content Management

- **Training:** MN.IT's web hosting and design services offer customers training to learn new skills to manage/maintain their web content. Training is customized to appropriate content management roles, such as content contributors and approver-publishers.
- **Migration Services:** When moving from one hosting platform and/or web technology to another, MN.IT provides tools and techniques for efficiently migrating web content. Depending on the quality of the code, source and destination hosting platforms, migration services may be automated.

## Benefits

Web Content Management and development services from MN.IT provide a continuum of technologies and services that complement and/or supplement customer needs. Some organizations already have a well-defined information architecture, graphic design elements, and staff capable of building and maintaining websites. Others want professional assistance in developing their web presence, branding, and content management practices. Supporting this continuum are well-managed, flexible, and highly available hosting environments. MN.IT covers this range by providing services in the following areas:

### Static Web Hosting

The Static Web Hosting service provides web server capacity to deliver customer-generated websites. This "self-serve" web hosting option puts the customer in complete control of the look, feel, content, and management of their website. MN.IT delivers these websites with redundant implementations of load-balancing, firewalls, and network connections. Customers use a provided SFTP account to load and update content. Content can be created in normal stand-alone website generation tools like Dreamweaver. By consulting with Web Content Management professional services staff, Static Web Hosting customers can implement web scripting capabilities using Python, Perl, and Server Side Includes (SSIs).

### Dynamic Web Hosting

The Dynamic Web Hosting service is used to create, manage, store and deploy the content of web pages through the use of an integrated Web Content Management System (WCMS). The WCMS facilitates content creation, content control, editing, and many essential Web maintenance functions through a user friendly interface. It provides authoring (and other) tools designed to allow users with little or no knowledge of programming or web markup languages to create and manage content with relative ease of use.

MN.IT Services uses the SDL Tridion WCMS. By using a sophisticated database schema coupled to a highly abstracted content management model, Tridion can catalog and index content, select or assemble content at runtime, and deliver content to specific visitors in a personalized way. In short, The Tridion WCMS provides an effective mechanism to write content once and deliver it anywhere. Specific benefits include:

- **Global Website Management** – Dynamic Web Hosting allows you to clearly separate content and presentation, thereby enabling more agile user interface changes. Customers can reuse and adapt content, layout, and other functionality between different pages and websites.
- **Website Globalization and Customization** – Tridion’s “blueprinting” structure allows for common access to all templates and functionality, yet the capability to localize and customize to the website owner’s requirements. The versatility of blueprinting allows a balance between complete control over brand management and localized customizations.
- **Clear User Interface** – A clear folder structure allows users to see the elements used to build web page content.
- **Faster Turnaround Time** – Reduction of content duplication and increased ease of maintaining common information means fewer edits and changes are required to meet deadlines.
- **Accessibility Compliance** – All core templates are WCAG 2.0-compliant. Because the WCMS separates content from presentation, websites can be designed to support accessibility at a foundational level.
- **Workflow** – Workflows can be designed that improve quality control and automate review, approval, and audit processes.
- **Reduced Support Costs** – Consistent implementation of user interface, accessibility features, and content reuse drive down “one-off” support costs.
- **Separation of User Roles** – By enabling content contributors to work with standard templates, there is a reduced need for IT involvement in day to day website operation. Keeping IT out of normal content creation, editing, and publishing tasks puts content control in the hands of subject matter experts. This also increases content owner participation and buy-in, thereby encouraging creation and maintenance of more current content. The nontechnical, distributed content input work is typically divided into the following roles:
  - Author – Create or enter content into the website, including the assignment of attributes such as publish date, content owner, etc. Approves content that should be forwarded to the Editor.
  - Editor – Review content and attributes. Edit content and attributes. Approves content that should be forwarded to the Publisher. Rejects content that should be sent back to the Author.
  - Publisher – Performs quality checks on content. Publishes content to the website.
- **Less Demand on IT Resources** – Centralized content management releases customer IT staff for other tasks.
- **Consistent Branding** – Through the use of standard components and page templates, websites easily present consistent branding. If key graphic and text elements change, global templates enable quick website updates.
- **Managed Performance** – The Dynamic Web Hosting service allows content owners to focus on delivering value to website users, not on maintaining servers. MN.IT provides server capacity, storage, backup processes, version control, and business continuity management.

## Professional Services

MN.IT Professional Services staff brings years of experience working with government-related content to every project. Their skills allow customers to efficiently combine intuitive information architecture, accessibility planning, stunning design, and powerful search into websites that are easy to use, content-rich, and standards compliant.

## Standard Features

Few “features” are more valued by Web Content Management customers than the overall availability of their website. MN.IT recognizes this and provides 99.9% service availability backed by a 24 x 7 Service Desk and infrastructure staff. The Web Content Management service is powered by an infrastructure built for High-Availability (HA) and redundancy. This means that there is no single point of failure for the network, database, DNS, server, load balancer, or firewall equipment used to deliver the Static and Dynamic Web Hosting services. Web site visitors want access to content outside of business hours, 24 hours a day, 7 days a week. The MN.IT infrastructure and Service Desk ensures that the web hosting infrastructure is “always on”.

All of the Web Content Management services described below are available through the MN.IT Service Catalog.

### Static Web Hosting

- Apache web server.
- Secure FTP (SFTP) access for loading and/or changing content.
- Common Gateway Interface (CGI) for Perl and Python – The CGI capability allows the customer to run small executable files (scripts) as web pages are loaded. With support from MN.IT Web Content Management professional services, scripts can be used to access databases, process forms, conduct surveys, and other useful website functions.
- Server Side Includes (SSIs) – SSIs are directives that are placed in HTML pages, and evaluated on the server while the pages are being served. They let you add dynamically generated content to an existing HTML page, without having to serve the entire page via a CGI program, or other dynamic technology.

### Dynamic Web Hosting

- SDL Tridion Web Content Management System (WCMS)
- Easy-to-use browser-based user interface
- Structured XML content
- Multiple Web site management technology
- Version management for all content
- Scheduled and dynamic content publishing
- Pre-configured page templates suitable for most content presentation needs. Additional page templates can be quickly and easily created through professional services.
- Standard components
  - General Content – The most commonly used component. Used for any content that does not require one of the more specialized components.
  - FAQ – Displays a list of links. Typically used for questions/answer presentation where the user clicks on the link to see the answer.
  - Single Framed Photo – Present a single stored image within an image area.

- Tabbed Content – Optimizes screen real estate by presenting multiple content areas with tabbed controls.
- Mini Feature - Builds a list of links with descriptions. It can display vertically or horizontally in 2 - 4 columns.
- Rotating Image – Cycles through multiple images with associated titles and descriptions.
- Single Line of Text – Present small amounts of content in a text area.
- Footer - Displays static text and a multilevel menu of links at the bottom of each page in the website.
- Dynamic components
  - A-Z Index – After creating a controlled vocabulary list from which you can assign one or more keywords to each page, this component dynamically builds the A-Z index.
  - Datagrid – Present database-derived content within page templates.
  - Blog – Publish blog content with categories, tag clouds, archives, etc.
  - News – Use defined fields to maintain a series of news stories. Total number of stories is presented in addition to paged results and date-defined archives.
  - RSS Feed – Deliver content from other components in Real Simple Syndication (RSS) format.
- Social media components
  - Add This – Automatic social media sharing links to some or all of site pages. Popular social media links include: Facebook, Twitter, RSS, Flickr, and YouTube.
  - Google Analytics – Track website usage, page popularity, click paths, and marketing effectiveness with embedded support for Google Analytics.
  - YouTube Gallery – Embed YouTube video content and link to related content on the YouTube website.
  - Flickr Gallery – Present Flickr photo streams to website users.
  - Twitter Feed – Show constantly updating Twitter content.
- Widgets
  - Counter – An animated timer that can count down to a target date and time or count up from a start date and time.
  - How Do I? – Appears as a tab typically on the upper right of the page. On click a menu of action items appears.
  - Minnesota.gov Banner – Adds the Minnesota.gov logo and “Navigate your state” link to the top of website pages.
  - Page Last Modified – A very simple widget that adds modification information to the bottom of website pages.
  - Quick Facts – Well-formatted callout box that can contain a “quick fact” or other short bit of content.

- Quiz – A simple multiple choice quiz that can be added to a page. Questions are randomly displayed and feedback is provided when answers are submitted.
- Contact and Search Forms
  - Standard Contact Us and Search forms are included in most projects. When the standard forms are not sufficient, MN.IT Professional Services works with customers to develop custom components.

### **Professional Services**

- Complete website redesign
- Logo development for fresh agency branding
- Customer-oriented site navigation and taxonomies
- Advanced search and metadata
- Graphics designed for quick load times
- Meeting facilitation and requirements-gathering
- Shared custom development. When a project requires custom development, Web Content Management Professional Services shares the resulting code with other customers. This cooperative development philosophy constantly adds to the number of available page templates, components, widgets, and forms.

### **Optional Services**

- HyperText Transfer Protocol Secure (HTTPS) websites - MN.IT can procure and install the necessary Secure Sockets Layer (SSL) security certificates. This capability provides encrypted communication to prevent eavesdropping and enable secure identification when communicating with websites.
- External System Integration – Some websites require integration with content from additional information sources. Web Content Management Professional Services can develop custom integration code for incorporating content from external sources like Google Drive, SharePoint, and FileNet.

### **Related Information**

- Minnesota Statutes 207 Chapter 16E ([Office of MN.IT Services](#))
- Enterprise Technology Fund 970 Rate Schedule
- Operational documents and information on [MN.IT's website](#)
- Service Level Agreement